

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary _ Public

Date: 12/1/2014

GAIN Report Number:

Egypt

Post: Cairo

Nile Nuggets for November 2014

Report Categories:

Agriculture in the News

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Report Highlights:

News on developments in agriculture and food in Egypt.

Nile Nuggets

*News on Developments in Agriculture and Food in Egypt
November 2014*

GARBAGE FOR FOOD PROGRAM: The Ministry of Supply and Internal Trade in coordination with the Ministry of Environment and other authorities are currently exploring a program that will provide citizens with food and food products through credits in their accounts of the newly-introduced smart subsidy cards in exchange for collected garbage. The Minister of Supply and Internal Trade, Dr. Khaled Hanafy, said that Egypt has many problems but arguably none more pressing than its hungry masses and its deteriorating environment. He added that more details about this potentially life changing program will be announced within two months.

KELLOGG AND ABRAAJ BATTLE FOR EGYPT'S BISCO MISR CONTINUES: United Arab Emirates based The Abraaj Group, the Middle East's largest private equity firm, raised its offer to 80.58 Egyptian pounds (\$11.27) per share for Bisco Misr, exactly two percent above a bid of 79 pounds recently announced by Kellogg, the world's largest breakfast cereal maker. The offers from Kellogg and Abraaj are for 100 percent of Bisco Misr, and both have said they would accept no less than a 51 percent controlling stake. Abraaj started buying shares on November 21 and Kellogg said it would begin on November 27. Bisco Misr is an Egyptian company specializing in baked goods. It was established in 1957 during Egypt's nationalization program as the Egyptian Company for Foods which has been the country's main provider of baked goods and confectionary.

PEPSICO EGYPT TO GROW ITS OWN POTATOES IN EGYPT: PepsiCo has put forward a request to the Ministry of Agriculture for land to cultivate potatoes. The company put forward the request to be able to produce locally instead of importing. PepsiCo said that the cost of importing seeds will be approximately \$20 million and that the Ministry is considering the project and will offer technical assistance through ministry laboratories. The company is currently cultivating 5,000 acres. PepsiCo will also buy these farmers' potato production in accordance with the company's technical specifications.

EGYPT'S FAMOUS BEEF LIVER SANDWICH: The "Egyptian Alexandrian Liver" or "Kebda Eskandarani", one of the famous and popular sandwiches in Egypt, consists of liver cut into small pieces and stir fried with garlic and hot green peppers and then served with a delicious tahini dip. Egypt imports around 140,000 tons of frozen liver every year to meet local consumption. Beef liver street carts and shops are everywhere in Egypt. Beef liver is a main source of protein for many Egyptians and a sandwich can be obtained for as little as one dollar!

